

# Holiday Inn & Suites at Blue Ridge Shadows Resort Front Royal, Virginia



**Virginia Green** is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green** has established "core activities" specific to each sector of tourism, and these practices are considered the required minimum for participation in the program. However, **Virginia Green** encourages its participants to reduce their environmental impacts in all aspects of their operations; and this profile provides a full list of all their "green" activities. These are the activities that guests / customers can expect to find when they visit this facility.

### Holiday Inn & Suites

"Holiday Inn & Suites at Blue Ridge Shadows Resort is a full service conference hotel and resort featuring 124 guest rooms, 26 one-bedroom suites, Houlihan's Restaurant and Bar, and Blue Ridge Shadows Golf Course."

**Green Statement:** "We went green because it's the best thing to do for the future."



### CORE ACTIVITIES for Lodging

☑ This symbol indicates a required activity for Virginia Green Lodging facilities. Participants self-certify that these activities are in place and they provide additional specifics on other activities. Visitors to **Holiday Inn & Suites** can expect the following practices:

☑ **Optional Linen Service.** Virginia Green Lodging facilities must have some sort of system in place that allows guests to not have their sheets and towels changed every day. This facility pledges that they:

- Train house cleaners on process for optional linen service
- Use non-phosphate, non-toxic, and biodegradable laundry detergents
- Minimize use of bleach and chlorinated chemicals

☑ **Recycling and Waste Reduction.** Virginia Green Lodging facilities must recycle Glass Bottles and are highly encouraged to maintain a comprehensive recycling program. This facility pledges that they:

- Recycle: office paper, toner cartridges, newspaper, cardboard, fluorescent lamps, batteries, electronic equipment
- Track overall waste bills
- Have numeric goal to reduce overall materials that go to the landfill
- Use bulk soap dispensers in public restrooms
- Instruct housekeeping to save and reuse unopened items
- Have an effective food inventory control to minimize waste
- Make 2-sided copies/ printed materials
- Use electronic correspondence and forms
- Purchase durable equipment and furniture
- Re-use paint thinners
- Properly recycle/dispose of thinners and solvents

- Use integrated pest management (IPM)

☒ **Water Conservation.** The facility must have a plan for conserving water that should consider plumbing modifications and landscaping. This facility pledges that they:

- Track overall water usage and wastewater
- Have a numeric goal to reduce water consumption over time
- Perform preventative maintenance to stop drips and leaks
- Use water-flow metering to discover leaks and areas of high use
- Discourage water-based cleanup (sweeping first)
- Have an effective landscape management plan
- Use cisterns, rain barrels

☒ **Energy Conservation.** The facility must have a plan in place that encourages replacement of lighting and equipment to energy-efficient alternatives. This facility pledges that they:

- Track overall energy bills
- Have had an energy audit to identify efficiency opportunities
- Have a numeric goal of how much they want to reduce their energy usage over time
- Have an “energy management system” in place to track and meter energy usage
- Use:
  - compact fluorescent light bulbs in all rooms and in canned lighting
  - LED Exit Signs
  - high efficiency fluorescent ballasts and lamps (T5s and T8s)
- Perform preventative maintenance on HVAC system
- Have individual thermostats for each room/area
- Have installed additional insulation
- Use lighting sensors to turn on/off lights

☒ **Green Events Package.** The facility must offer a “green” or “environmentally-friendly” package for conferences, meetings and other events. Even if the facility only offers occasional, small events, at least recycling will be provided. This facility pledges that they:

- Promote the availability of “green meetings/conferences” in marketing packages
- Use water from meetings for gardening
- Reuse meeting supplies

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For more information on **Holiday Inn & Suites**, see [www.holidayinn.com/frontroyalva](http://www.holidayinn.com/frontroyalva) or contact **Brent Jackson** at [brent.jackson@blueridgeshadows.com](mailto:brent.jackson@blueridgeshadows.com) or 540-631-3050.

For more information on **Virginia Green Lodging** program, see [www.deq.virginia.gov/p2/lodging](http://www.deq.virginia.gov/p2/lodging) or go to [www.viriniagreentravel.org](http://www.viriniagreentravel.org).



**Virginia Green Lodging** program is a supporting partner of **Virginia Green**, the Commonwealth’s campaign to encourage environmentally-friendly practices in all aspects of Virginia’s tourism industry. **Virginia Green** is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation.

